

**WHAT IS CLAIMED IS:**

1. A logical data model for managing customer relationships for an E-Business retailer operating a web store web site, the logical data model including:

5 a plurality of entities and relationships defining the manner in which profile information related to web site visitors to said web store web site is stored and organized within a database.

2. The logical data model in accordance with claim 1, wherein  
10 said visitor comprises:

an individual, household or organization of interest to said E-Business retailer.

3. The logical data model in accordance with claim 1, wherein  
15 said profile information comprises:

information concerning household and organizational affiliations of said visitors.

4. The logical data model in accordance with claim 1, wherein  
20 said profile information includes:

a customer score associated with each one of said web site visitors.

5. The logical data model in accordance with claim 4, wherein  
said customer scores are determined from previous behavior of said web  
25 site visitors with said E-Business retailer, and is an indication of said web site visitors future behavior with said E-Business retailer.

6. The logical data model in accordance with claim 1, wherein said profile information comprises at least one information type selected from the group consisting of:

information concerning occupations of said visitors;  
5 information concerning income levels of said visitors;  
information concerning educational levels of said visitors;  
marital status information about said visitors;  
gender information about said visitors;  
ethnicity information about said visitors;  
10 residence information about said visitors; and  
language information about said visitors.

7. The logical data model in accordance with claim 1, wherein said profile information includes:

15 information concerning frequency of visits and frequency of transactions conducted by said visitors with said web store web site.

8. The logical data model in accordance with claim 1, further comprising a subject area within said logical data model defining the  
20 manner in which profile information concerning web site visitors to a web store web site operated by said E-Business retailer is stored and organized within said database; said subject are including:

an entity including attributes relating to occupations of said visitors;  
an entity including attributes relating to income levels of said

25 visitors;

an entity including attributes relating to educational levels of said visitors;

an entity including attributes relating to marital status of said visitors;

an entity including attributes relating to gender information of said visitors;

5 an entity including attributes relating to ethnicity of said visitors;

an entity including attributes relating to residence information of said visitors; and

an entity including attributes relating to language information of said visitors.

10 9. A database system for storing profile data related to web site visitors to a web store web site operated by an E-Business retailer, said profile data being organized within said database system in accordance with a logical data model, said logical data model comprising:

15 a plurality of entities and relationships defining the manner in which said profile information is stored and organized within said database system.

20 10. The database system in accordance with claim 9, wherein said web site visitors comprise:

individuals, households and organizations of interest to said E-Business retailer.

25 11. The database system in accordance with claim 9, wherein said profile information comprises:

information concerning household and organizational affiliations of said visitors.

12. The database system in accordance with claim 9, wherein said profile information comprises:

a customer score associated with each one of said web site visitors.

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13. The database system in accordance with claim 9, wherein said customer scores are determined from previous behavior of said web site visitors with said E-Business retailer, and is an indication of said web site visitors future behavior with said E-Business retailer.

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14. The database system in accordance with claim 9, wherein said profile information includes at least one information type selected from the group consisting of:

information concerning occupations of said visitors;

information concerning income levels of said visitors;

information concerning educational levels of said visitors;

marital status information about said visitors;

gender information about said visitors;

ethnicity information about said visitors;

residence information about said visitors; and

language information about said visitors.

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15. The database system in accordance with claim 9, wherein said profile information includes:

information concerning frequency of visits and frequency of

transactions conducted by said visitors with said web store web site.

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16. A customer relationship management system for storing and managing information for an E-Business retailer, said customer relationship management system comprising:

a database for storing and organizing said information;

5 a logical data model defining the manner in which said information is stored and related within said database;

a subject area within said logical data model defining the manner in which profile information concerning web site visitors to a web store web site operated by said E-Business retailer is stored and organized within said database.

17. The customer relationship management system in accordance with claim 16, wherein said web site visitors comprise:

individuals, households and organizations of interest to said E-Business retailer.

18. The customer relationship management system in accordance with claim 16, wherein said profile information comprises:

information concerning household and organizational affiliations of said visitors.

19. The customer relationship management system in accordance with claim 16, wherein said profile information comprises:

a customer score associated with each one of said web site visitors.

20. The customer relationship management system in accordance with claim 16, wherein said customer scores are determined from previous

behavior of said web site visitors with said E-Business retailer, and is an indication of said web site visitors future behavior with said E-Business retailer.

5           21.    The customer relationship management system in accordance with claim 16, wherein said profile information includes at least one information type selected from the group consisting of:

- information concerning occupations of said visitors;
- information concerning income levels of said visitors;
- 10    information concerning educational levels of said visitors;
- marital status information about said visitors;
- gender information about said visitors;
- ethnicity information about said visitors;
- residence information about said visitors; and
- 15    language information about said visitors.

22.    The customer relationship management system in accordance with claim 16, wherein said profile information includes:

- information concerning frequency of visits and frequency of
- 20    transactions conducted by said visitors with said web store web site.

23.    In a customer relationship system for an E-Business retailer, a method for managing profile information concerning web site visitors to a web store web site operated by said E-Business retailer, said method

25    comprising the steps of:

- establishing a database for storing and organizing said profile information, said profile information being organized within said database

in accordance with a logical data model including a plurality of entities and relationships defining the manner in which said profile information is stored and organized within said database system.

5           24.    The method in accordance with claim 23, wherein said web site visitors comprise:

              individuals, households and organizations of interest to said E-Business retailer.

10           25.    The method in accordance with claim 23, wherein said profile information comprises:

              information concerning household and organizational affiliations of said visitors.

15           26.    The method in accordance with claim 23, wherein said profile information comprises:

              a customer score associated with each one of said web site visitors.

20           27.    The method in accordance with claim 23, wherein said customer scores are determined from previous behavior of said web site visitors with said E-Business retailer, and is an indication of said web site visitors future behavior with said E-Business retailer.

25           28.    The method in accordance with claim 23, wherein said profile information includes at least one information type selected from the group consisting of:

              information concerning occupations of said visitors;

information concerning income levels of said visitors;  
 information concerning educational levels of said visitors;  
 marital status information about said visitors;  
 gender information about said visitors;  
 5 ethnicity information about said visitors;  
 residence information about said visitors; and  
 language information about said visitors.

29. The method in accordance with claim 23, wherein said profile

10 information includes:

information concerning frequency of visits and frequency of  
 transactions conducted by said visitors with said web store web site.

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